

## SUSTAINABLE TEXTILE PRODUCTION

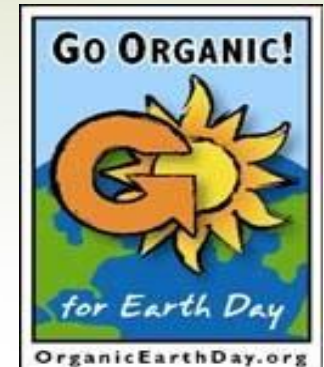
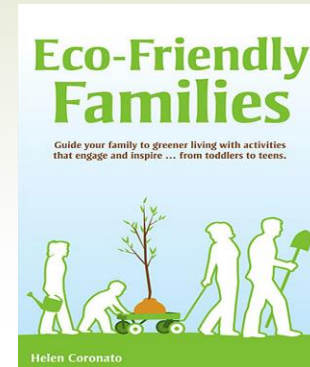
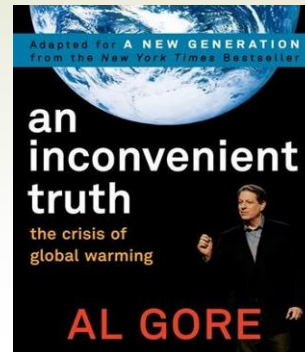


*Lets be the change we wish..,*

# GREEN FEVER!!

It's Everywhere!

- Magazines
- Best Sellers
- National Media
- Politics
- Consumer
- Food
- Merchandise
- Packaging
- Corporate Philosophy
- Life Style



# THE GREEN SCENE



Renewable Energy



Wind Energy



Water Conservation



High Technology Dyeing + Recycled Water



Recycle and Reuse



Recycled Cotton / Poly/ Textile Waste



Reduction in onsite energy consumption



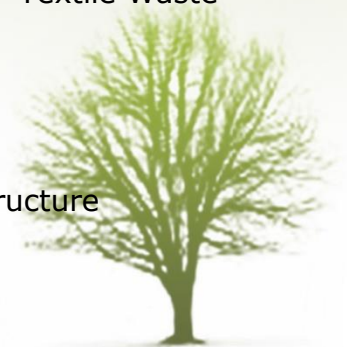
State of the art infra-structure



Bio-Degradable








Eco-Friendly Packaging







# GREEN BUZZ WORDS

 Eco-Friendly  

 Organic  

 Carbon Neutral  

 Carbon Negative  

 Natural  

 Sustainable   (Tier 3 organic production)



# SUSTAINABILITY DEFINITION

*Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*

-- World Commission on Environment and Development .

**In business, ways to measure or define sustainability is through :**

- Financial Capital
- Manufacturing Capital
- Natural Capital
- Human Capital

**Criteria to assess sustainable products, services, and other activities:**

Social Criteria:



- Socially desirable
- Culturally acceptable
- Psychologically nurturing

Financial Criteria:



- ★ Economically sustainable
- ★ Operationally viable
- ★ Technologically feasible

Environmental Criteria:



- ➡ Environmentally Robust
- ➡ Generational Sensitive
- ➡ Capable of continuous learning



# Benefits of Organic



Organic farming protects the health of people and the planet by reducing overall exposure to the toxic chemicals from synthetic pesticides that can end up in the ground, air, water and food supply.



No toxins or synthetic fertilizers are used in farming organic cotton.



Natural fertilizers, compost & soil amendments are used and advances in natural pest control, such as lady bugs which destroy harmful insects, have made raising organic cotton a viable enterprise.



Buying organic is an investment in yourself, your family & the planet

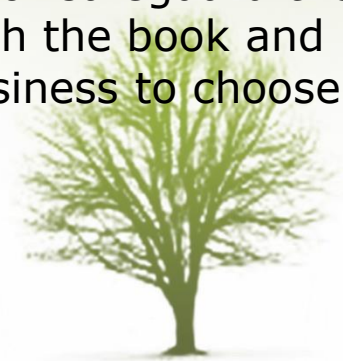
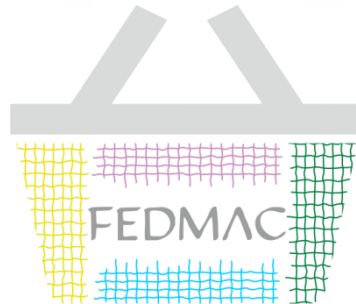
# GREEN PHILOSOPHY



"Any Company that makes an early public commitment to carbon reduction in the public eye may be perceived as a industry leader on climate change."



"The pursuit of carbon reduction may act to promote or safeguard the reputation and brand value of a firm thereby supporting both the book and market value of the company! Hence time is ripe for the business to choose the path of being Carbon Neutral."



*Lets be the change we wish...,*



# FACTOIDS

## COTTON:

🐛 40-47% world's Textiles made from cotton.

🐛 125 million people globally are directly dependent for their livelihood on cotton production.

🐛 Cotton is grown on 2.4% of the world's production land.

🐛 It uses 10% of world's pesticides and 25% of insecticides.

🐛 7 of the most common pesticides used on cotton are "known, probable, or likely" to be human carcinogens according to the EPA.

🐛 It takes about 1/3<sup>rd</sup> of a lb of these chemicals to produce enough cotton for a T-Shirt.

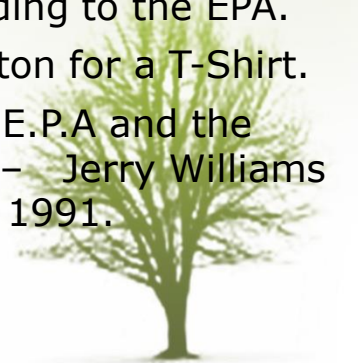
"If cotton were a crop that we ate instead of one that we wore, the E.P.A and the F.D.A. wouldn't allow us to spray it with some of the things we use." – Jerry Williams, Phillips County Arkansas Extension Service, The New Yorker, July 8, 1991.

## Typical example in India

Crop	Area %	Pesticide use %
Rice	24	17
Oil seeds	10	2
<b>Cotton</b>	<b>5</b>	<b>54</b>
Vegetables & Fruits	3	13
Plantations	2	8
Sugarcane	2	3
Others	5	3

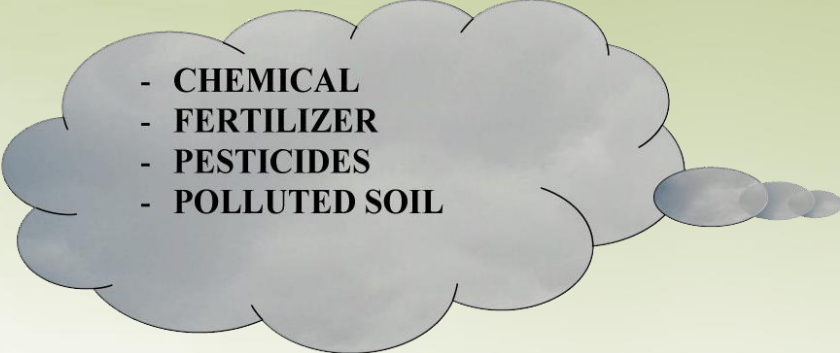
## POLYESTER

- ➡ Oil Consuming
- ➡ Long Production Chain
- ➡ More Waste
- ➡ More Pollutant






# FACTOIDS

- 
- CHEMICAL
  - FERTILIZER
  - PESTICIDES
  - POLLUTED SOIL

- COTTON



**MAN MADE FIBRE -**

- 
- OIL CONSUMING
  - LONG PRODUCTION CHAIN
  - MORE WASTE
  - MORE POLLUTANT

# SUSTAINABLE ALTERNATIVES

**Plan A**

**Because there  
is no Plan B**



# SUSTAINABLE TEXTILE CERTIFICATION



# SOCIAL COMPLIANCE INITIATIVES

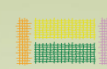
WRAP



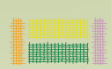
SA8000



REACH



FAIRTRADE



CA PROP 65



C-TPAT



Additionally: **WOMEN'S EMPOWERMENT**



# Fedmac Sustainable Textile Manufacturing



**is certified, Tier 3 organic supply chain from yarn to finished garments:**

- ★ We spin GOTS certified 20/1,24/1,30/1,34/1 & 40/1 ring spun organic cotton yarns.
- ★ Yarn is knit & processed in Fedmac's Oeko-Tex & GOTS certified facilities.
- ★ We have specific Fedmac sewing plants Oeko-Tex and GOTS certified for organic production.





**is a full service supplier that uses & sources Oeko-Tex certified trims, accessories such as:**

- ★ Spandex, Elastics, Labels, Buttons, Zippers, Printing ink.
- ★ Packaging materials such as display boards, hang tags, polybags.



# Fedmac Sustainable Textile Manufacturing

 **India** is one of the largest suppliers of organic cotton fiber in the world.

 **Fedmac** has been in the forefront of the organic apparel evolution in India with a variety of organic products such as underwear, intimate apparel, sleepwear & active wear

 **Fedmac** is a major supplier of certified organic apparel to the stricter European markets





# Fedmac Sustainable Textile Manufacturing



**Fedmac** has supply chain capacity of approximately 70,000 units per day of certified organic clothing.



Certified full supply chain to European standards (REACH legislation) will become a necessity to the US & **Fedmac** can be a compliant partner.



**Fedmac** is committed to minimize Eco-foot prints in its manufacturing and looks forward to being an earth partner with You!





# Crusader or Capitalist – times are changing



## **Is it good for business?**

According to OTA, growth in the US for organic based apparel grew +10.4% in 2009 to \$521 million as compared to a decrease of -6% in overall apparel. Since 2006, organic based apparel has grown over 150%!



## **It is already supported by major brands & retailers to the mass markets**

- ➡ Wal-Mart/Sam's Club
- ➡ Costco
- ➡ Nike
- ➡ Levi's
- ➡ Patagonia



# Comment from Wal-Mart

## Excerpt from ***Future Fashion White Pages***

*Contributed by Coral Rose*

- In 2004, as the ladies' apparel buyer for Sam's Club, the warehouse club division of Wal-Mart Stores Inc., I found myself responsible for the economic, environmental and social impact of more than five million pounds of toxic chemicals used each year in the production of our conventional cotton merchandise. Of course, my job description did not specify those responsibilities; my conscience held me to them. I had experienced too much tragedy related to pesticide use to ignore the threat it poses.
- I knew that the success of a test in organic cotton would depend on the desirability of the end product. Ladies' apparel happened to be the number one volume category of organic textiles, and also one of the fastest growing. Next, I looked for the number one category in ladies' wear: active wear. Where does organic cotton fit into active wear? My answer was easy: yoga wear. I understood that organic cotton wasn't about trend. It was a lifestyle choice. The kind of person who would value organic would also probably value the comfort and health associated with yoga. So I developed yoga pants and tops in a selection of pastel colors. They were priced at a similar point as their conventional cotton counterparts would have been. My decision was logical, and based upon years of experience. We sold over 190,000 units in ten weeks, a number that speaks for itself.

# Crusader or Capitalist – times are changing!



## Feel Good” Consumerism:

- ★ There is a current trend from quantitative consumerism to qualitative purchasing
  - ➡ Hybrid cars
  - ➡ Energy efficient light bulbs / appliances
  - ➡ Organic groceries & household liquids
  - ➡ Bon Ton Test



## But will they pay!!

- ★ It has been said that the price of organic is the Nature’s true cost of the product. Conventional cotton borrows from the future with high environmental costs that we will pay for later with interest!



# Crusader or Capitalist – times are changing!



## **Cost is a function of Supply & Demand:**

- ★ In past, Organic has been a “boutique” & special interest market – but times are changing!
- ★ To decrease the cost
  - ➔ Raise the demand through marketing & awareness
  - ➔ Increase manufacturing efficiencies by higher & consistent volumes
  - ➔ Mainstream volume = Mainstream prices
  - ➔ Needs an Integrated supply chain from fiber to consumer for efficiency



*Together We Can...*